

## "Employers in the Know" Workshop Series

Hosted by the Mountainland Region Dept. of Workforce Services and the Utah County Employer Committee. All workshops will be held at Workforce Services, 1550 North Freedom Blvd., Room 118, Provo, Utah.

7:30- 7:45 am Registration - Workshop 7:45 -8:45 am  
\$5.00 per session or \$45.00 for the 10 Workshop Series

April 19, 2000 • "Understanding Employment Law Issues"  
Presented by: Rohn Fullmer, Employer Solutions

May 17, 2000 • "Family Friendly Workplace Practices: Exploring Elder Care, Child Care and Other Options"  
Presented by: Lynette Rasmussen, Work/Life Consultant

June 21, 2000 • "Legal & Professional In House Investigations"  
Presented by: Barney Madsen, Law Firm of Fillmore, Belliston & Israelsen

Please RSVP to Joyce W. Johnson either by phone, 342-2704 or  
e-mail: wsmprovo.jjohnso@state.ut.us

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We're here to help  
you...

#### Business Consultants

<b>Joyce Johnson</b>	<b>342-2704</b>
<b>Debbie Fotheringham</b>	<b>763-4484</b>
<b>Alan Christofferson</b>	<b>342-2702</b>
<b>Jack Robinson</b>	<b>465-5316</b>
<b>Tom Anderson</b>	<b>(435) 647-6531</b> (extension #31)

The staff direct job fairs, mass recruitments, employer education, etc. Call any of them for more information.

#### Regional Economist:

<b>Mark Knold</b>	<b>526-9458</b>
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## An Employer Success!

By Alan Christofferson

Wirthlin Worldwide is an information gathering business. They make phone calls to collect survey information for businesses and individuals. Wirthlin's salary structure and benefits are very good in comparison to the industry standard for their type of business. Because Wirthlin is very employee oriented, most employees become very loyal to the company. Periodically,

Wirthlin has the need to hire additional employees.

However, current economic conditions plus the perception of their type of business, creates a challenging condition for hiring new employees. Recently, while visiting Wirthlin, the local business consultant informed them of the option to attend Workforce Services' Mini Job Fairs. They decided to participate in the January Mini Job Fair at the Provo EC. The results were very positive with 6 new employees hired and plans to attend more Mini Job Fairs in the future.

**State of Utah**  
Governor Michael O.  
Leavitt



**Department of  
Workforce  
Services**  
Robert C. Gross, Executive Director

140 E. 300 S.  
Salt Lake City, Utah 84111

## 2000 Utah Employer Conference a Success!

Were you one of the 450 employers who attended the 2000 Utah Employer Conference in January? Those in attendance were among the first to receive the Annual Economic Report to the Governor and the 2000 Utah Wage Data report.

Natalie Gochmour of the Governor's Office of Planning and Budget presented the economic report, which indicates that Utah is still among the fastest growing states in the nation, although our economy has slowed somewhat.

Lt. Governor Olene S. Walker responded to the report by paraphrasing Governor Leavitt's words: "In order to succeed in today's economy, workers, businesses and government must continuously reinvent themselves." She stated that Governor Leavitt is deeply committed to helping state government fulfill its responsibility in the re-invention process.

The keynote speaker was noted author Jack Trout, President of Trout and partners,



*Keynote speaker Jack Trout shares marketing tips at the 2000 Utah Employer Conference.*

one of the most prestigious marketing firms in the world. His firm has worked with AT&T, IBM, Merrill Lynch, Xerox and many other Fortune 500 companies.

Mr. Trout explained that a business can succeed if it has a good idea that sets it apart from competitors, has the credentials to back its claims and can communicate this message to

customers.

Utah Attorney General Jan Graham presented the second annual work/life awards to the U of U Hospital, Community Nursing Services of SLC, and WR White of Ogden.

Plan now to attend the 2001 Utah Employer Conference. Details will be forthcoming in the October edition of the Employer Newsletter.

### THANKS

to our 2000 Utah  
Employer Conference  
Sponsors:

- Gateway
- Convergys
- Datamark
- Blue Star
- Smith's Food & Drug
- Cookie Tree
- Quality Quick Print
- Detroit Diesel
- American Express
- Southwire
- Host Marriott Services
- Hexcel
- KSL 1160
- UPS
- 4Utah

### DWS' Executive Director Testifies on UI/ES Reform

Executive Director Robert C. Gross delivered convincing testimony before the House Committee on Ways and Means in February.

Mr. Gross laid out a six point call for reform of Unemployment Insurance (UI) and Employment Services (ES) as follows:

- 1) Reform administrative financing of UI and ES;
- 2) More investment from fed-

eral government for employment and reemployment services;

3) Repeal of the temporary .2% unemployment tax surtax (no longer necessary);

4) Reduce fraud and abuse in UI by granting states access to National Directory of New hires;

5) Consider allowing states to determine eligibility for UI;

6) Retreat from position of budget neutrality for the UI and ES system (which has led to its underfunding).



## Utah's Workforce: 1999 Summary, 2000 Outlook

### The Questions

- What area of Utah is growing the fastest?
- What is the economic forecast for this year?
- What are the top fifty occupations in demand?
- What kind of workers participate in Utah's labor force?

The answers to these questions, and many more, are available on our website. A summary of that publication is included here; but for full details, check our website at [www.dws.state.ut.us](http://www.dws.state.ut.us).

### •Growth

Utah's southwestern corner, which consists of four counties containing 125,000 residents, is the fastest growing region of the state.

St. George and its surrounding communities, including Cedar City, have grown rapidly through the 1990's. However, many of the jobs are low-wage in the service-producing industries.

The rate of job growth in Utah's major industrial divisions ranged from -4 percent in mining to 7 percent in construction. Industrial diversity, where Utah ranks 13th among states, is one of the factors enabling Utah's economy to consistently prosper.

### •Outlook for 2000

In a few words, the outlook for 2000 is "more of the same". The unemployment rate may creep up to 3.9, but joblessness should remain a relatively minor problem. This is largely due to the fact that Utah's economy will continue to generate an

adequate number of jobs. An exception to this is the eastern region of Utah, which continues to struggle with economic ups and downs, and has the slowest job growth and the highest unemployment in Utah.

### •Top 50 Occupations

The demand for each occupation is a function of four factors: the volume of employment, the number of new jobs projected, the rate of job growth, and the number of openings that will occur to replace workers who leave the occupation.

Based on these factors, the top 50 occupations that offer the best prospects for employment from 1998 to 2003 include commercial artists, fast food workers, managers (financial, marketing, etc.), teachers and secretaries to name a few. For a complete list, go to our website, click on "Economic Information", click on "Utah Job Outlook", then "Job Outlook - Statewide". Look for the "Top 50 Occupations" and double click.

### •Utah's Labor Force

Both Utah women and men take part in the labor market at higher rates than their national counterparts. Utah has a high labor force participation due to its young population. For a complete copy of this report, visit our website at:

[www.dws.state.ut.us](http://www.dws.state.ut.us).

## More Satisfied Employers...

"The use of Workforce Services facilities enabled our new company to conduct much needed interviews. We found your facilities and staff up to the highest level of professionalism in the industry. Our deepest thanks..."

*Mark Backman  
Pulp Mold Packaging Global, Inc.*

"We appreciate all that Workforce Services does to assist our bank with placing new employees."

*Kathy Sheaffer  
Hiring Staff Specialist  
Zions Bank*

"We frequently hear from clients commenting on the quality of the people and the service of our local DWS office.....[they] sang praises about the local DWS personnel!"

*Len R. Woolley  
Executive Director  
Box Elder Economic Development*

"Thank you for helping us fulfill our ongoing hiring needs. Your expertise and commitment are very essential to our organization, and frankly, we would not be successful without you. Hats off to your staff! Keep up the good work."

*A Satisfied Customer at the  
Neways Company*

Utah Department of Workforce Services  
Office of Communications  
140 East 300 South  
Salt Lake City, UT 84111

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## Mountainland Region

### **Job Fair Schedule 2000**

***Space is limited - reserve  
your space now!***

May 17, 2000  
General - Open to all  
Employers (not restricted to  
Mall businesses)  
2:00 - 9:00 PM  
Held at and in partnership  
with the University Mall

August 23, 2000  
General Job Fair  
2:00 - 6:00 PM  
Mountainland Advanced  
Technology Center

September 20, 2000  
General/Retail - Open to all  
Employers  
3:00 - 8:00 PM  
Held at and in partnership with  
the Provo Towne Centre Mall

October 11, 2000  
General - Open to all  
Employers (not restricted to  
Mall businesses)  
Time TBA  
Held at and in partnership  
with the University Mall

To reserve your space for any  
or all of the Regional Job Fairs  
above please call, fax or e-mail:  
Joyce W. Johnson  
Phone:342-2704  
Fax:342-2679  
E-Mail:  
wsmprovo.jjohnso@state.ut.us

### **Mini Job Fair Schedule**

Provo Employment Center:  
1st and 3rd Tuesday  
of each month. To register  
call Joyce @ 342-2704

Payson Employment  
Center:1st and 3rd Friday  
of each month. To register  
call Jack @ 465-5316

American Fork  
Employment Center:3rd  
Thursday of each month.  
To register call Debbie @  
763-4484

Visit us on the web at:  
[www.dws.state.ut.us](http://www.dws.state.ut.us)